

**IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION**

REGIONS ASSET COMPANY, REGIONS
FINANCIAL CORPORATION and
REGIONS BANK

Plaintiffs.

V.

REGIONS UNIVERSITY, INC.

Defendant.

Civil Action No. 2:06-cv-882-MHT

PRETRIAL ORDER

In accordance with Rule 26(a)(3) of the Federal Rules of Civil Procedure and this Court’s September 18, 2007 Order, Plaintiffs Regions Asset Company, Regions Financial Corporation and Regions Bank (collectively “Regions”) and defendant Regions University, Inc. (“Regions University”) hereby submit the following joint pretrial order:

I. PARTIES AND COUNSEL

Plaintiffs will be represented at trial by Charles Paterson, Balch & Bingham LLP, 105 Tallapoosa Street, Suite 200, Montgomery, AL 36104, and William G. Pecau and Michael J. Allan, Steptoe & Johnson LLP, 1330 Connecticut Avenue, NW, Washington, DC 20036. Defendant will be represented at trial by Victor Hudson and William Watts, Hudson & Watts L.L.P., One St. Louis Center, Suite 2500, Mobile, AL 36601, and James Shlesinger, Shlesinger, Arkwright & Garvey, LLP, 1420 King Street, Alexandria, VA 22314. All counsel identified above will appear at the October 19, 2007 pretrial conference.

II. JURISDICTION AND VENUE

The Court has jurisdiction pursuant to 18 U.S.C. §§ 1331 and 1338. There is no dispute concerning jurisdiction.

III. PLEADINGS

The following pleadings have been allowed: (1) an amended complaint on behalf of the Plaintiffs; and (2) an answer on behalf of the Defendant. Defendant moved for summary judgment. Plaintiffs opposed Defendant's motion and filed a cross-motion for summary judgment. Neither summary judgment motion has been decided.

IV. SUMMARY OF PLAINTIFFS' CLAIMS

A. THE TRADEMARK INFRINGEMENT AND UNFAIR COMPETITION CLAIMS

The law of unfair competition prohibits the adoption of a name that will take advantage of the goodwill and reputation of another. *See, e.g.*, J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* § 2:31, 4th ed. (2007); *Aetna Casualty & Surety Co. v. Aetna Auto Finance, Inc.*, 123 F.2d 582, 584 (5th Cir. 1941), *cert. denied*, 315 U.S. 824. For trademark infringement and unfair competition actions, whether under state or federal law, the question is whether the use of a mark is likely to cause confusion as to the source, sponsorship or approval. Section 43(a) of the United States Trademark Act of 1946, 15 U.S.C. § 1114; *Burger King Corp. v. Mason*, 710 F.2d 1480, 1491-92 (11th Cir. 1983)); *Jellibeans, Inc. v. Skating Clubs of Georgia, Inc.*, 716 F.2d 833, 839 (11th Cir. 1983). In determining whether confusion exists, seven factors are considered by courts. *See Frehling Enters. v. Int'l Select Group, Inc.*, 192 F.3d 1330, 1335 (11th Cir. 1999) – (1) the type of mark used by the plaintiff; (2) the similarity of the marks; (3) the similarity of the goods or services represented by the marks; (4) the similarity of the retail outlets and the customers served;

(5) the similarity of the advertising media used by the parties; (6) whether the defendant had the intent to infringe; and (7) any evidence of actual consumer confusion. Each factor favors the issuance of an injunction here.

➤ **REGIONS Is a Strong Mark**

“Regions” is the principal corporate name and mark of plaintiff Regions Financial Corporation and its plaintiff affiliates Regions Bank and Regions Assets Company (“Regions”), as well as the distinctive element in the name of Regions affiliates and business units, such as Regions Mortgage, Regions Bank, Regions Insurance Group and Regions University. Regions has spent hundreds of millions of dollars promoting its Regions name since its adoption in late 1993. With assets over 143 billion dollars, Regions is the largest corporation headquartered in Alabama and its largest financial institution. Even so, it is at heart a community bank with thousands of locations in its footprint in the Southeast and a deep involvement and commitment to the communities it serves. As a consequence, Regions is near universally known in Alabama and extremely well known in its 16 state footprint. Scientific surveys show, for example, that its recognition is nearly 100% in Montgomery and Birmingham.¹ REGIONS is a strong mark deserving of the highest level of protection. Restatement (Third) of Unfair Competition § 21, comment on clause (d).

➤ **Defendant admits to confusion.**

Evidence of actual confusion is perhaps the best evidence that consumers are likely to be confused. *American Farm Bureau Fed'n v. Alabama Farmers Fed'n*, 935 F. Supp. 1533, 1548 (M.D.

¹ Defendant's claim that the REGIONS mark is weak because other entities have used “Regions” or “Region” in their names is a red herring. First, defendant has not provided any reliable evidence that any of these companies are actually promoted in television, radio, magazine, newspaper or billboard advertisements. Second, the bulk of these companies does not involve the name “Regions” and are outside of Alabama. Third, the handful of entities that do appear to use “Regions” in Alabama are so small and have so little or no advertising that they do not make any significant impression on consumers. This is in stark contract to defendant who advertises for the same customers in the same media and geographic locations.

Ala. 1996). Here, the evidence will show that in the year since defendant adopted the Regions University name, more than 20 people have been confused as to whether Regions University was connected to, sponsored by or in any way affiliated with Regions. Some of these confused individuals believed that Regions had started a university, others believed Regions may have made a sizeable donation to the school. Defendant admits that these inquiries took place. At deposition, defendant's president testified, "[I]t was obvious to me that there was not confusion, but that the people were seeking or wanting to know affiliation, if there was any affiliation between the two, but that they understood the difference between a bank and a university." (Turner Tr. 264) Also, defendant admits to two potential students calling the school asking if it was related to Regions.

➤ **The Parties Both Use Regions and Regions University**

Since 1993, Regions has used the name and mark alone and with other generic terms including the name Regions University. Defendant uses the name Regions University and Regions, and is referred to as Regions. Accordingly, both parties use the same Regions names.

➤ **The Parties' Services Are Related**

If the services offered by the parties relate or overlap, consumer confusion is likely to occur. *Babbitt Electronics, Inc. v. Dynascan Corp.*, 38 F.3d 1161, 1179 (11th Cir. 1994) Where the marks are similar, as here, the services need not be that close. *In re Shell Oil Co.*, 992 F.2d 1204, 1207 (Fed. Cir. 1993). Regions' close association with colleges, universities and educational services is evident based on the following:

- Regions' sponsorship of the SEC and other collegiate conferences and individual universities and its heavy promotion of its university relationships.
- Regions student loan business, including loans to those attending Regions University.

- Regions education of the general public on financial related matters, including talks or seminars to students from grade school through the college level.
- Plaintiffs' Region University corporate training program that has been provided to its over 25,000 employees.

University benefactors are often honored for their support through the dedication of buildings, stadiums or entire institutions in their name.²



Regions and Regions University Advertise Using the Same Media to the Same Customers

Confusion is likely to result if the parties target the same customers through the same media outlets. *See* McCarthy § 24:51. Regions promotes and advertises its services through television, radio, billboards, the Internet and by other means to everyone. Its advertising is focused on its 16 state footprint in the Southeast. Defendant advertises primarily in the Southeast using the same media and targeting the same customer base.

➤ Defendant's Chose "Regions" Mindful of the Reputation and Goodwill of Regions and the Benefits of the Association With Plaintiffs

A defendant's intent in adopting a particular mark can be important to the confusion analysis. "If . . . a plaintiff can show that a defendant adopted a mark with the intent of deriving benefit from the reputation of the plaintiff, that fact alone 'may be sufficient to justify the inference that there is confusing similarity.'" *Exxon Corp. v. Tex. Motor Exch.*,

² See e.g., August 31, 2006 email from defendant's former student Randy Gore asking "Why was 'Regions' chosen? Did Regions Bank make a donation?" Ex. 35.

Inc. 628 F.2d 500, 506 (5th Cir. 1980). Defendant is an online university located in Montgomery. It obtains 97% of its revenue from tuition and fees. It has no standards for accepting students for its undergraduate degrees except a high school diploma or its equivalent. In 2005, Southern Christian University, decided that it needed a “for-profit kind of name” to market its business and technical degrees to students in order to support its Turner School of Theology. Defendant was well aware of Regions. Dr. Turner, its president, admitted: “Everyone knows who Regions is.” (Turner Tr. 166). Defendant chose Regions University to “assist the University in projecting itself as a nationally recognized school of prominence.” The “Regions” name does permit defendant to project itself as an institution of national prominence. As Dr. Avery Abernethy, a marketing professor at Auburn opines, by adopting the REGIONS name, defendant would enjoy instant and positive name recognition without devoting the money and resources on its own. (Abernethy Rep. 29.) Within days of its name change, defendant received inquiries and a complaint concerning a perceived association with Regions. Plaintiff protested shortly after defendant’s first use of Regions University and months before defendant began advertising its new name in earnest. Nonetheless, defendant persisted in its expansion of its use of the Regions University name. Defendant knew full well that if it adopted a well known business name, defendant would be associated with that name. In fact, defendant rejected the use of Turner University because of the likelihood of a negative association with Ted Turner.

Defendant seeks to rely on an email from its counsel concerning the registerability of Regions University as an excuse for adopting the Regions name. There is no credible advice of counsel defense in this case. The email is inadequate on its face as something that

could be reasonably relied upon since it only addresses registerability of the name and a search of the register of the PTO. The email plainly does not address the risk of use of Regions University as the name of the school.³ The use of Regions University by defendant has and is likely to cause confusion with Regions and dilute the distinctiveness of the Regions name and marks in Alabama and elsewhere in the United States. Accordingly, defendant's use of the name Regions University and Regions should be enjoined. **B. THE ALABAMA STATE DILUTION CLAIM** Alabama law protects distinctive trademarks and names from dilution. *See* Section 8-12-17 of the Alabama Code; *Arthur Young, Inc. v. Arthur Young & Co.*, 579 F. Supp. 384 (N.D. Ala. 1983). The Regions name has near universal recognition in Alabama. There is no evidence of any television, radio, newspaper, magazine or anyone other than plaintiffs marking any significant use of Regions as a brand or a name directed to consumers in Alabama. Accordingly, the Regions name and mark is famous and distinctive in Alabama. Its adoption by defendant as the name of its university, particularly one that advertises in the same media, is likely to cause dilution of the distinctiveness of the Regions name and its sole association with plaintiffs.

The immediate association of Regions University with Regions shows the dilution of the distinctiveness of the Regions name and brand by the defendant's adoption of the Regions University name.

³ Moreover, the attorney who provided the email knew nothing of Regions or its fame. Indeed, Rex Turner advised its attorney of the existence of Regions bank, but withheld from its attorney who said he did not know of the bank any information concerning Regions. It is well established that a client that withholds key information from counsel cannot rely on its counsel's advice. *Eco Mfg. LLC v. Honeywell International, Inc.*, No. 1:03-CV-0170-DFH, 2003 WL 1888988 (S.D. Ind. 2003), at *7; *Comark Communications, Inc. v. Harris Corp.*, 156 F.3d 1182, 1191 (Fed. Cir. 1998) ("Whenever material information is intentionally withheld, or the best information is intentionally not made available to counsel during the preparation of the opinion, the opinion can no longer serve its prophylactic purpose of negating a finding of willful infringement").

C. THE FEDERAL DILUTION CLAIM

The federal dilution statute, like the Alabama state statute, protects plaintiffs against defendant's diluting actions, whether or not actual or likely confusion or economic injury exists. Lanham Act § 43(c)(1), 15 U.S.C. § 1125(c)(1). As appears above, the REGIONS mark is famous and well known throughout its 16 state footprint and elsewhere in the United States by virtue of its sponsorships of athletic conferences and their member universities as well as its position as one of the largest financial institutions in the United States. Defendant's adoption of Regions University has caused and will be likely to cause association with the famous Regions mark of plaintiffs and a loss of the distinctiveness of the Regions name and mark.

VI. SUMMARY OF DEFENDANT'S DEFENSES

A. THE TRADEMARK INFRINGEMENT AND UNFAIR COMPETITION CLAIMS

The primary object of the trademark laws is not to "protect" trademarks but to protect the consuming public from deception. Chase Federal Savings and Loan Association v. Chase Manhattan Federal Services, 681 F.Supp. 771, 787 (S.D. Fla. 1987). The proper legal test of trademark infringement is whether the use of the allegedly infringing mark is likely to confuse customers as to the source of the product. TGI Friday's, Inc. v. International Restaurant Group, Inc., 569 F.2d 895 (5th Cir. 1978). A finding of trademark infringement requires a probability of consumer confusion, not a mere possibility. Elvis Presley Enterprises, Inc. v. Capece, 141 F.3d 188, 193 (5th Cir. 1998).

Defendant, Regions University, Inc. (the “University”) contends that its new name is not likely to cause confusion, given: (1) the weakness of the plaintiffs’ mark outside the field of banking due to extensive third party use of similar marks, the descriptive nature of plaintiffs’ mark “Regions,” and its status as a common English word; (2) the great dissimilarity between the banking services offered by the plaintiffs and the post-secondary educational services offered by the defendant; (3) the dissimilarities in the marks adopted and used by the plaintiff, as compared to the marks adopted by defendant, including logos consistently used by the parties in connection with their marks; (4) the lack of any probative evidence of actual customer confusion; (5) the relatively high degree of care and sophistication used in deciding to enroll in a post-secondary educational institution; and (6) defendant’s good faith in adopting the new name for its university.

1. **“Regions” is a Weak Mark**

One of the most important factors in this circuit in assessing a likelihood of confusion under a trademark infringement claim is the strength of the plaintiff’s mark. Frehling Enterprises, Inc. v. International Select Group, Inc., 192 F.3d 1330, 1335 (11th Cir. 1999).

Determination of the type and strength of a mark is a two-step process:

- “(1) Determining what category – generic, descriptive, suggestive, or arbitrary - the mark is; and
- (2) Determining what the relative market strength of the mark is.”

Id. at 1247-48.

Plaintiff’s Regions mark is descriptive of the plaintiff’s services being offered and available in various regions. Plaintiff’s own website describes that the reason for the change of name to

“Regions” was to “better reflect [the company’s] growing presence throughout the south.” A descriptive mark is the weakest mark on the scale of marks afforded protection under the trademark laws. The descriptive nature of the plaintiff’s mark is also demonstrated by the extensive third party use of the word “Region” or “Regions” by numerous other businesses. Extensive third party use of a word is evidence that the word is descriptive. Investicorp, Inc. v. Arabian Investment Banking Corp., 931 F.2d 1519, 1523 (11th Cir. 1991).

Under the second part of the test – the relative market strength of the mark – plaintiff’s mark is also very weak, particularly outside the field of banking. Courts in the circuit consider common English words as “weak” marks entitled to limited protection outside of the uses to which the plaintiff has put its mark. See Sun Banks of Florida, Inc. v. Sun Federal Savings and Loan Association, 651 F.2d 311, 316; Amstar Corp. v. Domino’s Pizza, Inc., 615 F.2d 252, 265 (5th Cir. 1980), cert. denied, 449 U.S. 899, 101 Sup. Ct. 268 (1980). Additionally, third party uses and registrations of the mark dilute its strength. Sun Banks of Florida, Inc., 651 F.2d at 316-17; Amstar Corp., 615 F.2d at 259-60.

In the present case, the plaintiffs have chosen a mark to identify their banking services which is not only an extremely common English word but also is a word widely used by a great variety of businesses throughout the plaintiffs’ 16-state footprint. There are literally hundreds of businesses in the plaintiff’s 16-state footprint which have incorporated or organized with the first word of their name being either “Region” or “Regions” and using that word in a non-geographical sense. In fact, investigation has confirmed, to date, the ongoing business existence of more than 70 businesses in the Bank’s market territory whose names begin with the word “Region” or “Regions” used in a non-

geographical sense.⁴ In Alabama alone, some 100 corporations or LLCs have been incorporated or organized with the word “Region” or “Regions” in their names, many of which use those words in a manner that does not refer to a particular geographical region. Additionally, there are some 12 or 13 federal trademark registrations or pending applications beginning with the word “Region” or “Regions” used in a non-geographical sense as well as hundreds of domain names using “Regions.”

Plaintiffs wish to focus on the use of the word “Regions” instead of “Region” and focus only on Alabama. This is not the law when analyzing the strength of a plaintiff’s mark. *See Sun Banks of Florida, Inc.*, *supra* (in dispute between two Florida banks, evidence of third party use was not limited to businesses located in Florida and included businesses using a compound of the mark “Sun”); *Amstar Corp. v. Domino’s Pizza*, *supra*.

2. The Services are Completely Dissimilar

Under this factor, the test is “whether the goods [or services] are so related in the minds of consumers that they get the sense that a single producer is likely to put out both goods [or services].” *Frehling Enterprises, Inc.*, 192 F.3d at 1338. The financial services provided by plaintiffs and the educational services provided by defendant are completely unrelated. Plaintiffs claim a “connection” to colleges and universities through their sponsorship of collegiate athletics and making student loans and giving talks to students about financial matters. These are activities that the bank undertakes as a bank with no suggestion that the bank is sponsoring or associated with the academic institution itself. Indeed, plaintiffs are not licensed under any of the laws of any states in which they do business to operate a post-secondary institution. There is no evidence that the public

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Some of these businesses, which have been in existence for years and been known to the Bank, have just recently received cease and desist letters from the Bank after the University filed its Motion for Summary Judgment disclosing these names of these businesses. These letters are an explicit recognition that these business names have serve to dilute the strength of the Bank’s mark.

would assume that a university which adopts a common English word, such as “Regions,” to describe itself, would be sponsored by a bank or other business using a similar common word. The co-existence of Regions Bank and other “Regions” businesses, including title companies, real estate developers, and construction companies, negate any inference that the public makes any such assumption or is so confused.

3. The Marks are Dissimilar: The Plaintiffs use the Marks Regions and Regions Bank; the Defendant uses the Mark Regions University,

Plaintiffs claim that both parties use Regions and Regions University. This is erroneous. “Regions University,” as “used” by the plaintiffs, is an in-house corporate training program that they have never promoted to the public and is only available to employees of the plaintiffs. It would be unlawful for the plaintiffs to advertise their corporate training program as a “university” to the public. Defendant does not use the mark “Regions” alone in advertising and marketing itself. It only uses the full name of its university. The word marks, as well as the designed logos accompanying the company’s word marks make those marks dissimilar. Plaintiff’s consistency in promoting its mark with an accompanying logo design serves to make recognizable any variations from it. Choice Hotels, Inc. v. Kaushik, 147 F. Supp. 2d, 1242 (M.D. Ala. 2000), affirmed 260 F.3d 627 (11th Cir. 2001).

4. No Evidence of Actual Confusion Exists

The plaintiff’s evidence of alleged “confusion” consists of mostly bank employees testifying about inquiries from other bank employees as to whether or not there might be some connection between the bank and the defendant, when the defendant first announced its name. Under the law, such inquiries do not constitute evidence of “confusion” and certainly not evidence of customer

confusion. The relevant inquiry is whether potential customers of the defendant Regions University would likely be confused about such an affiliation or connection and enroll as a result. Certainly, the high degree of care and sophistication employed in enrolling in a post-secondary institution would preclude any such confusion from being a factor in such enrollment.

5. Defendant Chose “Regions University” as Appropriate to Its Mission to “Regions” of the world both as a Christian University and as a Distance Learning Center.

Defendant’s name change was prompted by a desire to have a more broad based name so as to attract students from all over the country as well as the world and as a name consistent with its Christian heritage. It sought and obtained a opinion from trademark counsel that the name was registerable. It informed trademark counsel of the existence of Regions Bank, even double checking with its counsel when one of its board members brought up the fact of a corporate training program styled “Regions University” was used by the Bank. It was assured that this would not be a problem in the adoption of its new name. There is no evidence that defendant had an intent to exploit the Bank’s name. Most of its students come from states other than Alabama and many from states where people would be completely unfamiliar with Regions Bank.

B. Federal dilution claim

1. The Federal Trademark Dilution Revision Act defines a “famous” mark as one which is “widely recognized by the general consuming public of the United States as a designation of the source of goods or services of a mark’s owner.” Plaintiffs cannot meet this test of famousness. They have no recognition at all outside of the 16-state footprint in which they do business. Moreover, to be capable of being diluted, a plaintiff’s mark must have a degree of distinctiveness and strength in excess of that required to support a trademark infringement claim.

Plaintiff's mark has no such strength or distinctiveness, given its nature as a common English word, given its use as a descriptive word in their mark, and given the extensive third party use of the mark or similar variations on it.

C. The Alabama State Dilution Claim

Alabama law protects only famous and distinctive marks from dilution. The plaintiff's mark does not have these qualities as argued above. Numerous businesses contain a similar name, both in Alabama and in other states. This is a common English word, used descriptively. The mark simply is not a viable candidate for a dilution claim.

XI. TRIAL TIME

Plaintiffs estimate that it will take approximately four (4) days to present their case-in-chief.

Defendant estimates that it will take approximately four (4) days to present its case-in-chief.

XII. STIPULATED FACTS

1. Regions Asset Company is a Delaware corporation with its principal place of business at 3501 Silverside Road, Suite 209, Wilmington, Delaware 19810.
2. Regions Financial Corporation is a Delaware corporation with its principal place of business at 1900 Fifth Avenue North, Birmingham, Alabama 35203.
3. Regions Bank is a wholly owned subsidiary of Regions Financial Corporation. Regions Assets Company is a wholly owned subsidiary of Regions Bank.
4. Regions Bank is an Alabama banking corporation with its principal place of business at 1900 Fifth Avenue North, Birmingham, Alabama 35203.
5. Regions Financial Corporation, Regions Bank, and Regions Asset Company (together "Regions" or "Plaintiffs") are affiliates.
6. The services offered by plaintiffs under its REGIONS name and mark include basic banking services, savings or time deposit accounts, loans, trusts, investment, real estate mortgage, construction lending, real estate lending, private banking, consumer banking, commercial banking, securities brokerage and insurance services. RU's SJ Motion at 11; Dunman Tr. 36; www.regions.com.

7. On July 1, 2004, Regions Financial Corporation merged with Union Planters Corporation. (Regions 2006 Annual Report at RAC 30599)
8. On May 25, 2006, Regions Financial Corporation and AmSouth Bancorporation announced their intention to merge. (RAC 12627-31)
9. On November 4, 2006, Regions Financial Corporation merged with AmSouth Bancorporation. (Regions 2006 Annual Report at RAC 30598)
10. Plaintiffs have branch offices in Alabama, Arkansas, Florida, Georgia, Iowa, Illinois, Indiana, Kentucky, Louisiana, Missouri, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia. (www.regions.com; 2006 Annual report p. 35); RU's SJ Motion at 10.
11. The REGIONS name and mark, alone or with other elements, is registered in the United States Patent and Trademark Office ("USPTO") under the following registration numbers: 1881600; 1918496, 1914267, 1957997, 2007680, 2191540, 2250389, 2584509, 2737615, 2599308, 2599309, 2605827, 2599310, 2599341, 3267593, 3282163. 3282179, 3112740, 3103400, 3119462, 3150549, and 3224650.
12. Registered marks of plaintiffs include REGIONS, REGIONS BANK, REGIONS CHARITY CLASSIC, REGIONSNET, REGIONS FINANCIAL CORP., REGIONS FUNDS, REGIONS QUICK DEPOSIT, REGIONSREWARD, REGIONS BASIC BANKING, REGIONS CLASSIC BANKING, REGIONS REWARDS, REGIONS LIFESPAN ACCOUNTS, REGIONS MANAGEMENT ACCOUNT, REGIONS COLLEGIATE CHECKING, REGIONS MORTGAGE, REGIONS MOR LINKED CHECKING, REGIONS E-SENTIAL BANKING. (Certified registrations; RU's SJ Motion at 11.)
13. The REGIONS mark, Reg. No. 1881600, is incontestable pursuant 15 U.S.C. § 1125. (15 U.S.C. § 1125, Amended Complaint ¶ 15)
14. The REGIONS mark registration, Reg. No. 1881600, was filed on August 30, 1993. (Cert. Reg.)
15. Regions Asset Company is the owner of the REGIONS mark and its registrations and its affiliates, Regions Financial Corporation and Regions Bank, use the REGIONS mark under license. (Certified registrations of plaintiffs' REGIONS marks; RAC00030390-435)
16. By 1994, plaintiffs began to use its REGIONS name. (Dunman Tr. 83; RU's SJ Motion 10.)
17. Plaintiffs used the following REGIONS logo beginning in late 1993 or early 1994:



RU's SJ Brief at 11-12; Exh. 2, Dunman Tr. At 83-84.

18. Plaintiffs adopted and began to use the following REGIONS logo in 2004:



Defendant's SJ Brief at 12; Dunman Dep. 85-90, Ex. 3.

19. Plaintiffs adopted and began to use the following REGIONS logo in 2007:



Defendant's SJ Brief at 12; Scott Peters Tr. at 90.

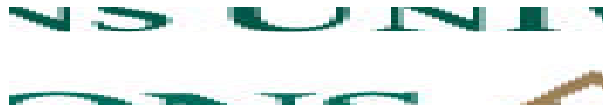
20. The following names are used by plaintiffs: REGIONS FINANCIAL CORPORATION, REGIONS ASSET COMPANY, REGIONS BANK, REGIONS INSURANCE GROUP, REGIONSNET, REGIONS MORTGAGE, and REGIONS CHARITY CLASSIC.
21. Plaintiffs' website address is www.regions.com. (See, e.g., Ex. 102; Peters Tr. 85-86 regarding Ex. 102)
22. Plaintiffs own and use the website address www.regions.net.
23. The name "Regions" appears on plaintiffs' stationary, business cards and checks. Peters Tr. 112-118.
24. Plaintiffs have promoted their services through advertisements featuring the name REGIONS through the following media: television, radio, billboards, newspapers, magazines, cinema and Internet. (Peters Tr. 112-13.)
1. Plaintiffs are the official bank of the Southeastern Conference.
2. Plaintiffs are the official bank of the Sun Belt Conference.
3. Plaintiffs operate a corporate training program named "Regions University."
4. Plaintiffs have offered their REGIONS UNIVERSITY corporate training services sometime after its merger with Union Planters in 2004. (Pollard Tr. 9-10.)
5. Plaintiffs' corporate training program, named "Regions University," is only available for employees of the plaintiffs. (Dunman depo. at 39-45).
6. Plaintiffs' corporate training program, named "Regions University," has never been approved as an educational institution by any regional accrediting body. (Response to Defendant's Request for Admission No. 6; Pollard depo. at 33).

7. Plaintiffs are not licensed nor approved by any state agency in any state in which they do business to operate a post-secondary educational institution. (Response to Defendant's Request for Admission No. 1; Pollard depo. at 19).
8. Plaintiffs have not sought or obtained any exemption from licensure from any state agency in order to operate their employee training program. (Response to Defendant's Request for Admission No. 3).
9. Plaintiffs have never sought a license or obtained governmental permission to use the word "university" for its Regions University program. (Response to Defendant's Request for Admission No. 7; Pollard depo. at 33-34).
10. On February 5, 2007, plaintiffs filed with the USPTO application number 77/098,922 for registration of the service mark "Regions University" with the USPTO for "educational services, namely, employee training programs and courses in the field of banking services and distribution of course materials in connection therewith." Defendant filed an opposition to plaintiffs' application on October 3, 2007. (Doc. 52).
11. Regions University, Inc. ("defendant") is an Alabama corporation with its principal place of business at 1200 Taylor Road, Montgomery, Alabama 36117. (Answer ¶ 5.)
12. Defendant is a non-profit, post-secondary educational institution.

13. Defendant is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (“SACS”) to award Associate of Arts, Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, Master of Divinity, Doctorate of Ministry and Doctorate of Philosophy degrees. (regions.edu/aboutregions university.htm; Ex. 36, RU 098-100).
14. Defendant is authorized by the Alabama Department of Post-Secondary Education to operate a private school pursuant to the Alabama Private School License Law. (regions.edu/aboutregionsuniversity.htm).
15. Defendant is authorized by the Tennessee Higher Education Commission. (regions.edu/aboutregions university.htm).
16. Defendant provides education through five schools called: (1) College of Business and Leadership; (2) College of General Studies; (3) School of Human Services; (4) Turner School of Theology; and (5) School of Continuing Education. (Turner depo. at 54; Ex. 36).
17. In its 2006/2007 school year, approximately 95% of the students taking courses with defendant took their courses online. (Crosby Tr. 19.)
18. On August 2, 2006, defendant filed with the Alabama Secretary of State Articles of Amendment to Articles of Incorporation changing its official corporate name from Southern Christian University to Regions University, Inc. (RU 022)

19. The Board of Regents of Southern Christian University adopted a resolution to change the name of the university to Regions University at a meeting held on July 28, 2006. (Turner depo. at 150-51; Ex. 31).
20. On August 4, 2006, defendant filed its application for U. S. trademark registration for the name “Regions University” for educational services, namely, providing courses and programs of instruction at the higher education level, and granting certificates, Associate of Arts, Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, Master of Divinity, Doctor of Ministry, and Doctor of Philosophy degrees; vocational education training; and development, publication, and distribution of religious, biblical, ministerial, education, business, and medical publications, videos, and other formats of research and educational materials. (Certified copy of trademark application 78/944,966)
21. Defendant’s application number 78/944,966 was published for opposition by the USPTO on May 1, 2007, and opposed by plaintiffs on June 29, 2007. (Doc. 52).
22. On October 25, 1991, defendant had changed its name from Alabama Christian School of Religion to Southern Christian University. (Ex. 36.)
23. On August 2, 2006, defendant notified the Commission on Colleges, Southern Association of Colleges and Schools of the name change to “Regions University.” (RU 030-31)

24. On August 2, 2006, defendant notified the Alabama College System of the name change to “Regions University.” (RU 028-29)
25. On August 2, 2006, defendant notified the Commission on Accrediting of the Association of Theological Schools of the name change to “Regions University.” (RU 023-27)
26. Defendant initially used the following logo upon changing its name on August 2, 2006, but retired it from use in September 2006 (Ex. 42):



27. Other logos used by defendant for Regions University since September 2006 have



been:

(See Ex. 75 and Costanza Tr.136.)

28. On August 16, 2006, a letter from Rex Turner was sent to defendant's students concerning the change to "Regions University." (Ex. 34)
29. Defendant registered the following 10 domain names containing the name Regions: REGIONS.EDU; REGIONSUNIVERSITY.EDU; REGIONSUNIVERSITY.DE; REGIONSUNIVERSITY.COM; REGIONSUNIVERSITY.WS; REGIONSUNIVERSITY.CE; REGIONSUNIVERSITY.US; REGIONSUNIVERSITY.BZ; REGIONSUNIVERSITY.TV; REGIONSUNIVERSITY.BIZ; REGIONSUNIVERSITY.ORG; REGIONSUNIVERSITY.NET; REGIONS UNIVERSITY.NAME; REGIONSUNIVERSITY.INFO. (Ex. 59; Complaint ¶ 21; Answer ¶ 21)
30. Defendant began use of the name "Regions University" in television, radio, and billboards after January 1, 2007. (Crosby Tr. 37-29; Ex. 123.)
31. Defendant's planned media budget for February 2007 was \$66,475.00 in Alabama and \$66,661.00 in Tennessee. (Ex. 48)
32. Defendant spent \$1.25 million on advertising from July 1, 2006 through June 29, 2007. (Ex. 123).
33. Approximately \$150,000 of the \$1.25 million was for Internet advertising. (Crosby Tr. 45)

34. Approximately \$40,000 of the \$1.25 million was for print advertising. (Crosby Tr. 45)
35. Approximately \$1,060,000 of the \$1.25 million was for media placement on television, radio and billboards and for commercial production costs. (See Crosby Tr. 45-46.)
36. Defendant has advertised "Regions University" on television, radio and billboards.
37. In the Fall 2006 semester, 728 students attended defendant. (RU 4023-45)
38. In the Spring 2007 semester, 725 students attended defendant. (RU 4046-68)
39. In the Summer 2007 semester, 561 students attended defendant. (RU 4069-87)
40. The website regionscontractors.com is not currently active.
(regionscontractors.com; www.regionscontractors.com; RAC 41450-55)
41. Regions Claim Management Group has agreed to end use of REGIONS and will change its business name to a name that does not consist of or contain the REGIONS name. This agreement was made after receipt of plaintiffs' cease and desist letter to Regions claim Management Group dated September 6, 2007, which was the plaintiffs' first objection to the use of this name by this business. (RAC 41429).

XIII. STIPULATED TESTIMONY

The parties agree that if the following witnesses were called to trial they would testify as set forth in their declarations or affidavits:

William Askew
Scott Peters
Douglas Jackson
Craig Tankersley
Rachel Marmer
Brian Warwick
Terry Boyd
Keturah Burton
Jack Galassini
David Green
Denise Murphy
Wanda Norris
Kiel Odom
Karan Rudolph
Mattie Sanders
Craig Smith
Boyd Wilson
Robbin Thompson
Stephen Stricklin
Andrea Bender
Pauline Holder
Doris Dimino
Lily Matini
Wilson Luquire
David Moore

The parties agree not to object to the admission of these declarations/affidavits into evidence, but this stipulation does not preclude any party from objecting to the relevance of any statements of the affiants or declarants, or preclude any party from calling the affiants or declarants as live witnesses at trial.

XIV. WITNESSES

A schedule setting forth the witnesses the plaintiffs expect may be called during their case in chief to testify either at trial or by deposition is annexed hereto as Exhibit A. A schedule setting

forth the witnesses that defendant expects may be called during its case in chief to testify either at trial or by deposition is annexed hereto as Exhibit B.

XV. DEPOSITION DESIGNATIONS

A. Plaintiffs' Deposition Designations

Plaintiffs' proposed designations of deposition testimony to be submitted in support of their case-in-chief are annexed hereto as Exhibit C. Plaintiffs reserve the right to supplement their proposed deposition designations with the deposition testimony of any individual who is identified on defendant's proposed witness list in the event that such individual is unavailable at trial.

B. Defendant's Deposition Designations

Defendant's proposed designations of deposition testimony to be submitted in support of its case-in-chief are annexed hereto as Exhibit D. Defendant reserves the right to supplement its proposed deposition designations with the deposition testimony of any individual who is identified on defendant's proposed witness list in the event that such individual is unavailable at trial.

C. Designation of Responsive and Rebuttal Deposition Testimony

The parties shall provide to each other, in accordance with the Uniform Scheduling Order, any responsive parts of depositions expected to be used and thereafter rebuttal parts to responsive parts.

XVI. EXHIBITS

Plaintiffs' list of exhibits that may be offered during their case-in-chief is annexed hereto as Exhibit E. Defendant's list of exhibits that may be offered during its case-in-chief is annexed hereto as Exhibit F.

It is ORDERED that:

(1) The non-jury trial of this cause, which is to last eight days, is set for January 14, 2008, at 10:00 a.m. at the Frank M. Johnson, Jr. United States Courthouse Complex, Courtroom 2FMJ, One Church Street, Montgomery, Alabama, 36104.

(2) A trial docket will be mailed to counsel for each party approximately two weeks prior to the start of the trial term;

(3) Trial briefs are required to be filed by January 9, 2008.

(4) Each party shall have available at the time of trial, for use by the court (the judge, the courtroom deputy clerk, and the law clerk), three copies of the exhibit list and a sufficient number of copies of each photostatically reproducible exhibit for opposing counsel, the courtroom deputy clerk, the law clerk, and the judge to each have a set of the exhibits;

(5) All deadlines not otherwise affected by this order will remain as set forth in the uniform scheduling order (Doc. No. 19) entered by the court on November 16, 2006;

(6) All understandings, agreements, deadlines, and stipulations contained in this pretrial order shall be binding on all parties unless this order be hereafter modified by Order of the court.

DONE, this the 22nd day of October, 2007.

/s/ Myron H. Thompson
UNITED STATES DISTRICT JUDGE

**IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION**

REGIONS ASSET COMPANY,)	
REGIONS FINANCIAL CORPORATION,)	
and REGIONS BANK)	
)	
Plaintiffs,)	
)	
v.)	Civil Action No. 2:06-cv-882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	

PLAINTIFFS' WITNESS LIST

Plaintiffs expect to call the following witnesses at trial:

Russell Dunman
William Askew
Avery Abernethy
Jim Jager
Anita Crosby
Laina Costanza
Rex Turner

Plaintiffs may call the following witnesses at trial:

Scott M. Peters
Hope Mehlman
Janet Armitage
Rachel Marmer
Boyd Wilson
Keturah Burton
Brian Warwick
Jack Galassini
Terry Boyd
David Green
Wanda Norris
Kiel Odom
Mattie Sanders
Karan Rudolph

Robbin Thompson
Denise Murphy
Craig Smith
Sheila Noblitt
Jay Croft

IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION

REGIONS ASSET COMPANY, et al.,)	
)	
Plaintiffs,)	
)	
)	Civ. Act. No. 2:06cv882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	
)	

DEFENDANT'S DESIGNATION OF TRIAL WITNESSES

COMES NOW the defendant Regions University, Inc. and, pursuant to Rule 26(a)(3), F.R.C.P. and the Court's Uniform Scheduling Order, identifies the following witnesses that it expects to present at trial.

1. Dr. Rex Turner
Regions University
Montgomery, Alabama
334-387-3877
2. Dr. John White
Regions University
Montgomery, Alabama
334-387-3877
3. Ms. Anita Crosby
Regions University
Montgomery, Alabama
334-387-3877
4. Ms. Laina Costanza
161 Watson Circle
Montgomery, Alabama
334-244-4141

5. Ms. Hope Mehlman
Regions Bank
Birmingham, Alabama

Defendant identifies the following persons whom
defendant may call if the need arises:

1. Ms. Andrea Bender
3650 Hayfield Place
Mobile, Alabama 36608
251-343-0878
2. Mr. Stephen J. Stricklin
3560 Arlington Oaks Drive
Mobile, Alabama 36695
251-639-8196
3. Ms. Pauline Holder
Hudson & Watts, LLP
One St. Louis Centre
Mobile, Alabama 36602
251-432-7200
4. Ms. Lily Matini
Shlesinger, Arkwright & Garvey LLP
1420 King Street, Suite 600
Alexandria, Virginia 22314
703-684-5600
5. Ms. Doris Dimino
10553 Tarton Fields Circle
Raleigh, North Carolina 27617
919-624-7428
6. Ms. Jean Paterson
3102 South High Street
Arlington, Virginia 22202
7. Mr. Wilson Luquire
University of Alabama Huntsville
Huntsville, Alabama
256-824-1000
8. Mr. David Moore
University of Alabama Huntsville
Huntsville, Alabama

256-824-1000

9. Mr. Russell Dunman
Regions Bank
Montgomery, Alabama
10. Mr. Mike Pollard
Regions Bank
Birmingham, Alabama
11. Mr. Scott Peters
Regions Bank
Birmingham, Alabama
12. Mr. William Askew
Regions Bank
Birmingham, Alabama
13. Mr. Neal Berte
4808 Mill Springs Circle
Birmingham, Alabama 35223
14. Mr. Samuel Upchurch, Jr.
3828 Forest Glen Drive
Mountain Brook, Alabama 35213
15. Ms. Patsy Fulghum
62 Wateree Key Drive
Greensboro, South Carolina 29180
16. Ms. Carolyn Hughes
72 Military Road
Marion, Arkansas 72364

17. Defendant may call representatives of any of the businesses or organizations identified by defendant in these proceedings and employing the word "Region" or "Regions" in their trade or business name.

18. Defendant reserves the right to call any and all witnesses identified by plaintiffs on their witness list.

**IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION**

REGIONS ASSET COMPANY,)	
REGIONS FINANCIAL CORPORATION,)	
and REGIONS BANK)	
)	
Plaintiffs,)	
)	
v.)	Civil Action No. 2:06-cv-882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	

PLAINTIFFS' DEPOSITION DESIGNATIONS

Designations from the deposition of Patsy Fulghum, August 15, 2007:

Page 5, lines 3 – 8
Page 5, lines 13 – 23
Page 7, line 20 – Page 8, line 5
Page 8, lines 16 – 22
Page 9, lines 3 – 15
Page 11, lines 2 – 6
Page 12, lines 2 – 7
Page 16, lines 11 – 13
Page 18, lines 7 – 22
Page 19, lines 3 – 5
Page 19, line 20 – Page 20, line 5
Page 27, line 19 – Page 28, line 3
Page 31, lines 10 – 15
Page 34, line 9 – Page 35, line 9

Designations from the deposition of Carolyn Hughes, August 15, 2007:

Page 4, line 13 – Page 5, line 10
Page 5, lines 16 – 18
Page 5, line 22 – Page 6, line 1
Page 7, line 21 – Page 9, line 10
Page 10, line 23 – Page 12, line 4
Page 12, lines 10 – 14

Page 15, lines 6 – 15
Page 18, lines 8 – 17
Page 20, lines 1 – 19
Page 21, line 6 – Page 23, line 4
Page 27 lines 6 – 11
Page 33, line 16 – Page 34, line 9
Page 34, line 15 – Page 35, line 2
Page 37, lines 3 – 10
Page 39, line 22 – Page 40, line 4

Designations from the deposition of Emmett M. Pollard, May 10, 2007:

Page 6, line 6 – Page 7, line 16
Page 8, lines 11 – 13
Page 9, line 16 – Page 10, line 18
Page 16, line 23 – Page 18, line 14
Page 24, line 14 – Page 25, line 15
Page 26, line 18 – Page 27, line 18
Page 31, line 10 – Page 32, line 2
Page 34, lines 13 – 22
Page 35, line 11 – Page 37, line 13
Page 39, line 20 – Page 40, line 9
Page 41, lines 3 – 14
Page 42, line 15 – Page 43, line 6
Page 43, line 20 – Page 44, line 23
Page 45, line 13 – Page 47, line 9
Page 47, line 14 – Page 49, line 4
Page 55, line 23 – Page 57, line 4
Page 62, lines 5 – 11
Page 63, lines 5 – 9
Page 68, line 8 – Page 71, line 9
Page 72, line 16 – Page 73, line 6
Page 75, lines 3 – 23
Page 76, line 13 – Page 77, line 10
Page 78, line 20 – Page 80, line 23
Page 81, line 21 – Page 83, line 20
Page 84, lines 9 – 11
Page 84, line 19 – Pages 85, line 15
Page 86, lines 7 – 17
Page 89, line 6 – Page 90, line 4
Page 93, line 14 – Page 94, line 21
Page 95, lines 10 – 18

IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION

REGIONS ASSET COMPANY, et al.,)	
)	
Plaintiffs,)	
)	
)	Civ. Act. No. 2:06cv882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	
)	

DEFENDANT'S DESIGNATION OF
DEPOSITION TESTIMONY FOR USE AT TRIAL

COMES NOW the defendant Regions University, Inc. and, pursuant to Rule 26(a)(3), F.R.C.P. and the Court's Uniform Scheduling Order, identifies the following portions of the transcripts of the following depositions which defendant may use at trial.

1. Deposition of Mike Pollard

<u>Page No.</u>	<u>Lines</u>
6	6-21
16	18-23
17	1-23
18	1-2
19	3-10
28	5-23
30	18-23
31	1-9
33	7-23
52	21-23
53	12-22
70	11-23
71	1-11
93	6-13

2. Videotaped deposition of George Jackson Allen

Page No. 4, Line 14 - Page 26, Line 10

<u>Page No.</u>	<u>Lines</u>
5-26	10
40	19-25
41	1-25
42	1-4
66	15-25
67	1-6
86	17-24
97	1-25

3. Deposition of Neal Berte

<u>Page No.</u>	<u>Lines</u>
6	6-23
7	1-23
8	1-23
9	1-23
10	1-23
11	1-10
14	3-23
15	18-23
16	1-19
17	4-19

4. Deposition of Sam Upchurch

Page No. 6, Line 6 - Page No. 21, Line 16
Page No. 23, Line 22 - Page No. 27, Line 3

5. Deposition of Janet Armitage

<u>Page No.</u>	<u>Lines</u>
6	6-17
7	10-20
8	14-23
9	1-13
15	6-13
19	22-23
20	1-23
21	1-23

22	1-23
23	1-23
24	1-23
25	1-23
26	1-23
27	1-5

**IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION**

REGIONS ASSET COMPANY,)	
REGIONS FINANCIAL CORPORATION,)	
and REGIONS BANK)	
)	
Plaintiffs,)	
)	
v.)	Civil Action No. 2:06-cv-882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	

PLAINTIFFS' TRIAL EXHIBIT LIST

COMES NOW plaintiffs, Regions Asset Company, Regions Financial Corporation and Regions Bank, and, pursuant to Federal Rule of Civil Procedure 26(a)(3) and the Court's Uniform Scheduling Order, designates the following exhibits that may be used at the trial of this matter. Plaintiffs reserve the right to use at trial any and all exhibits identified by defendant.

PX	Date	Description	Bates/ Deposition Exhibit (Ex.) #/ Decl. Ex. #	Offered	Admit/C bj.
1.	/07	Internal Regions email messages about inquiries as to connection or affiliation between Regions and Regions University	Ex. 1		
2.		Regions Bank advertisement showing chevron logo design	AC00010061		

3.		Regions Organizational Development and Learning mission and initiatives; 2006 Training Top 100 Application; 2006 CLO Award Application	Ex. 4		
4.	005	Regions brochure "Building a Career Filled with Opportunity"	RAC00012337-42		
5.		Regions Career Management brochure	RAC000011103-4		
6.		Regions.com "Let's Get Started" webpage about an associate's first day at Regions	RAC00000125-26		
7.		Regions University logos	RAC00001403-07		
8.		Regions University Retail College logos and folder designs	RAC00001300-18		
9.		Regions University budget reports	RAC00030347-58		
10.		Regions University website home page	Ex. 15		
11.		Regions University Retail College webpage	Ex. 16		
12.		RU Student Count by State for Fall 2006 and Spring 2007	RU 1908		
13.		CU Undergraduate Expense	CU 1374-75		
14.		CU advertisement	CU 0216		
15.	0/26/05	CU Board of Regents Meeting Minutes	CU 0109-11		
16.	2/16/05	CU Board Meeting Minutes	CU 0117-19		
17.	/17/06	CU Board Meeting Minutes	CU 0133-35		
18.	/17/06	CU Resolution	CU 0137-39		
19.	/6/06	CU Minutes of Team Meeting	CU 0146-48		
20.	/22/06	TO Office Action re mark MASTERS UNIVERSITY	RU 0140-45		
21.	/27/06	CU Minutes of Team Meeting	CU 0149-51		
22.	/27/06	Email from Shlesinger to Turner	CU 0178-79		
23.		BellSouth White Pages Listing	Ex. 29		
24.	/26/06	Email from Johnson to Turner re: Mark University	RU 0180-81		
25.	/28/06	CU Resolution	CU 0025-27		
26.	/31/06	CU Minutes of Team Meeting	CU 0152		
27.	/8/06	Email from Turner to school community re name change to RU	RU 0046		
28.	/16/06	Name Change Letter	CU 0058-59		
29.	/9/06; /31/06	Emails about name change	RU 1909-11		

	30.		RU advertisement "History, Mission & Organization of Regions University"	RU 080-108		
	31.	/18/06	Letter from Pecau to Turner	RU 063-65		
	32.	2/06	Name Change Letter	UI 1281-82		
	33.		RU "Message from the President"	AC00030553-54		
	34.		Corinthians-King James Bible	Ex 40		
	35.		Corinthians-American Standard Bible	Ex 41		
	36.		UI Logo	UI 0191		
	37.		UI Logo	UI 0193		
	38.		UI advertising: World Wide Commercial	UI 0208-12		
	39.		RU advertising: Radio Anywhere (45 second)	RU 0213		
	40.		RU advertising: Radio Anywhere (15 second)	RU 0214		
	41.		RU advertisements	RU 1617-19		
	42.		RU Media Placement	RU 1603-06		
	43.		RU website screen captures	RU 1498, 1502, 1506		
49A			RU website screen captures	RU 1432-1602		
	44.	005-06	RU Summary of Loans Disbursed	RU 1670, 1713-1715		
50A			RU Summary of Loans Disbursed	RU 1670-1907		
	45.	006-07	RU Summary of Loans Disbursed	RU 1800, 1899-1902		
53			Regions University Academic Catalog	RU 0436-439, 648-659, 0999-012		
53A			Regions University Academic Catalog	RU 0436-1210		
	46.		Regions University Quick Facts	UI 0245		
	47.	/06	Emails between Vucovich and Crosby	RU 0048		
	48.	/4/06	Email from Turner to Costanza and Crosby re New DNS ITC Deltacom (domain name registration)	RU 1234		

49.		RU – Tech Team agenda	RU 0047		
50.	/16/06	Email	RU 1278-79		
51.		RU website printout	RAC00030552		
52.		photographs of SCU signs	RAC00030559-64		
53.		RU promotional materials	RU 0237; RU 628-1630		
54.		RU promotional materials – Military Times in March, August and November ‘07	RU 0215		
55.	/17/06	Emails and materials re RU Promotion on Peterson website	RU 1380-85		
56.		2006-2007 Citi Family of Magazines Advertising Contract/Proposal	RU 0217		
57.		RU – “Current 2007 Logos”	RU 185, 190, 203, 234-236		
58.		Invoices re RU commercial	RU 1609-12		
59.		Invoices re RU radio commercial	RU 1607-08		
60.		Invoices re RU promotions	RU 1637-1639, 1641, 1644-1647, 1633-1636, 1642- 1643, 1648-1652, 1640, 1653, 1657, 1656, 1654-1655		
61.		Invoices re RU promotions	RU 1615-1616, 1626-1627, 1631- 1632, 1620-1625		
62.	2/31/06	Regions Metric Comparisons – Bankwide	RAC00032374-79		
63.	/21/07	Memo re: Regions Collegiate Sponsorship Renewal Recommendations for 2007	RAC00032321-24		
64.	/21/07	Memo re: Regions Collegiate Sponsorship Renewal Recommendations for 2007	RAC00032325-26		
65.		Regions Suite/Ticket/Venue Inventory	RAC00032342-53		
66.	/30/06	Regions Internet Banking Household Profile Report	RAC00032339-41		

67.		Regions internal marketing document	AC00031144		
68.		Regions internal marketing document	AC00031150		
69.		Regions internal marketing document	AC00031153		
70.		Regions internal marketing document	AC00031155		
71.		Regions internal marketing document	AC00031161		
72.		Regions internal marketing document	AC00031179		
73.		Regions internal marketing document	AC00031198		
74.		Regions.com – EAO page	AC00032217-21		
75.	005	Regions Branch Quality Satisfaction Index, 2nd Quarter 2005	AC00022261-98		
76.		Regions Corporate Communications Merger Proposed Budget	AC00032354-55		
77.		Southern Christian University Academic Catalog	RU 2880-3521		
78.		Academic Catalog	RU 1943- 2719		
79.	/2/06	Email from White to Turnham	RU 0028-29		
80.	/2/06	Email from White to Crosby, Turner, Turner and Patterson	RU 0030-031, RU 2772-879, RU 2728-2735		
81.		II promotional materials	II 0421-34		
82.	/1/04–6/2/07	RU advertising expenditures	RU 2720-27		
83.		II Admissions Application	Ex 124		
84.	/06	Regions – Advertising Research June 2006	AC00022360-70		
85.		Regions - Branch Quality Satisfaction Index 2nd Quarter 2005	AC00022261-98		
86.		Regions Disclosure of Expert Testimony	Ex 133		
87.	/9/07	Whernethy CV updated	Ex 134		
88.	/07	Regions/AmSouth Awareness & Perception Survey (July 2007)	AC00040993-031		
89.		Non-Exclusive License Agreement	Ex 137		
90.		Regions promotional materials	AC00000007-08		
91.		Regions promotional materials	AC000000047		
92.		Regions promotional materials	AC000000048		
93.		Regions - 2005 Annual Report	AC00000549-90		

94.		Regions - 2005 Annual Report Organizational Development and Learning (for Regions University)	AC00000691-44		
95.		Regions promotional materials	AC00001035		
96.		Regions promotional materials	AC00001082		
97.		Regions promotional materials	AC00001473		
98.		Regions promotional materials	AC00001474		
99.		Regions promotional materials	AC00001478		
100.		Regions promotional materials	AC00001480		
101.		Regions promotional materials	AC00002150		
102.		Regions promotional materials	AC00002151		
103.		Regions promotional materials	AC00002232		
104.		Regions promotional materials	AC00002756		
105.		Regions promotional materials	AC00002804		
106.		Regions building photograph	AC00003376		
107.		Regions – “highway board” advertisement	AC00003378		
108.		Regions promotional materials	AC00004216-23		
109.		Regions promotional materials: Banking with Confidence	AC00004620-24		
110.		Regions promotional materials: Equity assetLine /simplify bills	AC00004722		
111.		Regions promotional materials: Collegiate Private Loan Program	AC00007124-27		
112.		Regions promotional materials	AC00007926		
113.		Regions promotional materials	AC00007929		
114.		Regions promotional materials	AC00007944		
115.		Regions promotional materials: Collegiate Checking Account	AC00008991		
116.		Regions promotional materials: Community Commitment	AC00009420-21		
117.		Regions promotional materials	AC00010058-59		
118.		Regions promotional materials	AC00010064-65		
119.		Regions promotional materials: Newspaper ad	AC00010072		
120.		Regions promotional materials	AC00010073-75		
121.		Regions promotional materials	AC00010132-40		
122.		Regions promotional materials	AC00010095-96		
123.		Regions promotional materials	AC00010180		
124.		Regions promotional materials	AC00010184		
125.		Regions promotional materials	AC00010186		

126.		Regions promotional materials	RAC00010238		
127.		Regions promotional materials: Parent loans for Undergraduate Students	RAC00011209-10		
128.		Regions promotional materials: Student Loan Center	RAC00011226-27		
129.		Regions promotional materials: Regions Excel Account	RAC00012134-37		
130.		Application to register REGIONS with the USPTO	RAC00012273-79		
131.		Regions logo documentation	RAC00013304		
132.		Regions SEC Radio Transcript	RAC00012495		
133.	/25/06	Press Release: Regions and AmSouth merged	RAC00012627-31		
134.	/27/06	Regions University Course Catalog	RAC00014782-93		
135.	/21/07	Regions Retail College webpage	RAC00014794		
136.	/21/07	Regions University webpage	RAC00014795		
137.		Regions promotional materials	RAC00015158		
138.		Regions promotional materials	RAC00015159		
139.		Regions promotional materials	RAC00015160		
140.		Regions promotional materials	RAC00015149		
141.		Regions promotional materials	RAC00015183		
142.		Regions promotional materials	RAC00015165		
143.	/12/05-0/27/05	Regions advertising expenses chart	RAC00022299-28		
144.	005	Regions Advertising expenses chart	RAC00022329-33		
145.		Regions Market Research and Analytics, Direct Marketing – expenses charts for 005	RAC00022334-40		
146.		Regions Marketing Plan 2006 Budget Planning (Bank view)	RAC00022341-45		
147.		Regions Marketing Plan 2006 Budget Planning (revised)	RAC00022346-50		

148.	005	Regions Marketing Plan 2006 Budget Planning (revised) and Competitive data charts	AC00022351-58		
149.		Regions Pre/Post Wave recognition statistics comparison	AC00022359		
150.		Regions Ad Awareness & Tracking Report for the Year 2000 (by New South Research)	AC00022371-84		
151.		Regions Ad Awareness & Tracking Report for the Year 2001 (by New South Research)	AC00022585-85		
152.		Regions Ad Awareness & Tracking Report for the Year 2002 (by New South Research)	AC00022786-58		
153.		Regions Ad Awareness & Tracking Report for the Year 2003 (by New South Research)	AC00022859-38		
154.		Regions Advertising Plan 2006	AC00022939-44		
155.		Regions 2005 Results Overview (budget planning)	AC00022945-46		
156.		Regions Advertising Plan	AC00022951-91		
157.		Regions promotional materials	AC00022992-94		
158.		Blog comments	AC00022995-96		
159.		Regions promotional materials	AC00025568		
160.		Regions promotional materials	AC00028202		
161.		Regions promotional materials	AC00028232-33		
162.		Regions promotional materials	AC00028284		
163.		Regions 2006 Annual Report	AC00030579-73		
164.		2006 Training Top 100 Application	AC00031056-60		
165.	/20/04	Creative Brief: Regions Fin. Corp. 2005 Name change	AC00031134-36		
166.	/28/05	Creative Brief: Regions Fin. Corp.	AC00031143-48		
167.	/11/05	Creative Brief: Regions Bank 'MORLinked Letter Program - Central Region Pilot'	AC00031149-51		
168.	/11/05	Creative Brief: Regions Bank 'DDA Customer Mortgage Offer'	AC00031152-53		
169.	/11/05	Creative Brief: Regions Bank 'Celebrate New Checking Customers'	AC00031154-56		
170.	/17/06	Creative Brief 'Insurisk Newsletter/Masthead'	AC00031157-62		
171.	1/8/04	Creative Brief: Regions/Union Planters 2005 EAL/Legacy HELOC Campaigns	AC00031163-65		

172.	/17/06	Creative Brief 'Insurisk Newsletter/Masthead'	RAC00031166-68		
173.	/20/06	Creative Brief: Regions Bank/Big Picture Installment Loans	RAC00031169-71		
174.	1/8/04	Creative Brief: Regions/Union Planters 2005 EAL/Legacy HELOC Campaigns	RAC00031172-74		
175.	0/14/05	Creative Brief: Regions 2006 Online Banking	RAC00031178-82		
176.	0/10/05	Creative: Regions 2006 Small Business Campaign Creative Brief	RAC00031183-87		
177.	1/8/05	Creative Brief: Regions/2006 Branding Campaign	RAC00031188-92		
178.	/9/05	Creative Brief: Regions Small Business Salute TV 2005 REG-SPT-T51746	RAC00031197-00		
179.		Regions promotional materials	RAC00031243		
180.		Regions promotional materials - SEC Football	RAC00031247		
181.		Regions promotional materials - Strength of a Winner	RAC00031253		
182.		Regions Online Banking Material	RAC00032204-11		
183.	/22/07	Spending by media	RAC00032312-17		
184.	/8/03	Tuition Scholarship Agreement between Regions Financial Corp and Univ. of Alabama	RAC00040378-80		
185.		Agreement Establishing Regions Academic Achievement Scholarship in College of Business, Auburn Univ.	RAC00040381-82		
186.	/17/03	Book Scholarship Agreement between Regions Financial Corp. and Alabama State Univ.	RAC00040383-84		
187.	/14/03	Book Scholarship Agreement between Regions Financial Corp. and Alabama A&M Univ.	RAC00040385-86		
188.	/8/06	Regions Academic Achievement Scholarship Agreement between Regions Bank and Florida State Univ.	RAC00040387-89		
189.		Book Scholarship Agreement between Regions Financial Corp. and Clark Atlanta Univ.	RAC00040390-92		
190.		Letter re undergraduate annual scholarship established by Regions Bank to SMU Cox Business School	RAC00040395		

191.		Book Scholarship Agreement between Regions Financial Corp. and Texas Southern Univ	RAC00040396-98		
192.		Regions Community Service Report	RAC00040414-65		
193.		Regions Website: Community, Social Responsibility	RAC00040466-68		
194.		Broadcast/Radio live reads re Regions	RAC00041092		
195.		ecsports.com website documents	RAC00041102-04		
196.		Regions promotion materials	RAC00041105		
197.	/7/07	CNNMoney.com article re Regions	RAC00041117-22		
198.	/3/07	Montgomery Advertiser article re RU	RAC00041123		
199.	/17/07	Survey Questionnaire			
200.	/07	Regions/AmSouth Awareness & Perception Survey	RAC00041198-385		
201.	/14/06	Letter from W. Pecau to J. Shlesinger	RU 0069-74		
202.	/25/06	Letter from J. Shlesinger to W. Pecau	RU 0075-77		
203.	/31/06	Letter from J. Shlesinger to W. Pecau	RU 0078-79		
204.		Certified US trademark registration number 881600 for REGIONS	RAC 41456-58		
205.		Certified US trademark registration number 914267 for REGIONS and chevron design	RAC 41459-60		
206.		Certified US trademark registration number 957997 for REGIONS MANAGEMENT ACCOUNT	RAC 41461-62		
207.		Certified US trademark registration number 007680 for REGIONS COLLEGIATE CHECKING	RAC 41463-64		
208.		Certified US trademark registration number 191540 for REGIONS REWARDS	RAC 41465-66		
209.		Certified US trademark registration number 250389 for REGIONSNET	RAC 41467-68		

210.		Certified US trademark registration number 584509 for REGIONS NET and design	RAC 41469-70		
211.		Certified US trademark registration number 737615 for REGIONS E-TRACKER	RAC 41471-72		
212.		Certified US trademark registration number 599308 for REGIONS BASIC BANKING	RAC 41473-74		
213.		Regions promotional material – Right Thing Everyday	RAC00001203		
214.		Regions promotional material – Our Name Has Changed	RAC00001247		
215.		Regions promotional material – Nuestro Nombre La cambiado	RAC00001253		
216.		Regions promotional material – Regions Photoboard	RAC00001402		
217.		Regions promotional material – Regions Radio	RAC00001434		
218.		Regions promotional material – Regions Committed to Helping Rebuild 2004	RAC00001467		
219.		Regions promotional material – The New Regions Financial Corporation	RAC00001498		
220.		Regions promotional material – SEC Football	RAC00001554		
221.		Regions promotional material – Union Planters is now Regions	RAC00001638		
222.		Regions promotional material – Community Involvement for 2004	RAC00001850		
223.		Regions promotional material – The Regions Difference	RAC00002020		
224.		Regions promotional material – Regions Equity Asset Line	RAC00002021		
225.		Regions promotional material – Regions Checkcard and Einstein Exhibit	RAC00002064		
226.		Regions promotional material – “Borrow with Confidence”	RAC00002072		
227.	007	Regions promotional material – Regions Free Checking	RAC00002084		

228.		Regions promotional material – Looking for a Student Loan Lender	RAC00002136-37		
229.		Regions promotional material – Student loan	RAC00002142		
230.		Regions promotional material – Farmer	RAC00002167		
231.		Regions promotional material – Regions Jet	RAC00002193-94		
232.	007	Regions promotional material – Regions Mortgage	RAC00002195		
233.		Regions promotional material – Regions Fact Sheet	RAC00002228-29		
234.	005	Regions promotional material – Regions is Committed	RAC00002230		
235.	005	Regions promotional material – Regions Check Card	RAC00002740		
236.	005	Regions promotional material – Regions Student Free Checking	RAC00002765-67		
237.		Regions promotional material – Regions Sun Belt and SEC	RAC00002785		
238.		Regions promotional material – Welcome Back Students	RAC00002801		
239.	006	Regions promotional material – Regions Radio Spelling Test	RAC00003410		
240.	005	Regions promotional material – Regions Bank Community Leader	RAC00003685		
241.		Regions promotional material – Community Development Brochure for 2006	RAC00004090		
242.	006	Regions promotional material – Neighborhood Party (SEC 2006)	RAC00006432		
243.	006	Regions promotional material – Welcome to REGIONS	RAC00006467		
244.	006	Regions promotional material – College loan	RAC00006978		
245.	006	Regions promotional material – Community Development	RAC00007148		
246.	006	Indiana Black Expo	RAC00008006		

247.		Hoosier Basketball IU	RAC00008029		
248.	005	Community Ad – (Kentucky 2005)	RAC00008047		
249.	005	A Good Book Gives You Confidence Ad	RAC00008332		
250.		Support this Community – (University of Louisiana Monroe)	RAC00008340		
251.	005	Student Partnership Program Package	RAC00008411		
252.		Support this Community	RAC00008720		
253.		Support this Community Alabama	RAC00008732		
254.	006	We're Already Your Neighbor Alabama	RAC00008736		
255.		Confidence Comes in Many Sizes Alabama	RAC00008737		
256.	006	Student Loans 2006	RAC00008796		
257.	007	100 Billion to Community Development	RAC00008870		
258.		105 Years in Mobile	RAC00008961		
259.	006	Directions to Regions Turn Anywhere	RAC00008975		
260.	/2/06	Letter to Commission on Accrediting of the Association of Theological Schools from Rex Turner, Jr.	RU 0024		
261.	/2/06	Letter from Rex Turner to Wheelan	RU 0031		
262.	/4/06	Email from Rex Turner to Costanza	RU 0042		
263.	/10/06	Email from Vucovich to Crosby	RU 0048		
264.		REGIONS Search	RAC00015277-09		
265.	006	Regions is the Proud Sponsor	RAC00009646		

266.		Regions Arts Montgomery	RAC00010036		
267.	006	Sponsorship Ad in Montgomery Alabama Dance Theatre	RAC00010279		
268.	004	Regions SEC	RAC00023064		
269.	004	Regions SEC Football	RAC00023067		
270.	007	Regions University/Alabama Gymnastics	RAC00023336		
271.	006	Regions Crimson Tide	RAC00023337		
272.		Razorbacks 2006	RAC00023338		
273.		Hoosiers 2006	RAC00023340		
274.	006	Auburn Tigers	RAC00023339		
275.	006	Boilermakers	RAC00023341		
276.	006	Gamecocks	RAC00023342		
277.	004	Regions Graduation Ad	RAC000250003		
278.	004	Your Bank for Life	RAC00025052		
279.		Regions Bank Supports the YMCA	RAC00025097		
280.		Meals on Wheels	RAC00025103		
281.		Regions Bank Supporting SIU School of Medicine	RAC00025119		
282.	005	Regions & You	RAC00025515		

283.		Cease and desist letters, responses and agreements	RAC00010465-0959; 11480-2471; 17254-7521; 30696-1005; 31102-1117; 40847-0872; 41032-1044; 41386-1441-43		
284.	006	Civic Ad	RAC00008001		
285.		CU Materials re Peterson.com and financial aid	CU 1372-77		
286.		Why Regions?	RAC00025796		
287.	006	Regions Support of Organizations	RAC00025871		
288.	005	Make a Touchdown SEC	RAC00026245		
289.	007	We Support This Community	RAC00027928		
290.		Regions – Gamecocks & SEC	RAC00028071		
291.		in Alabama & Throughout the South	RAC00028109		
292.		Great Things Happen	RAC00028277		
293.		The Class of 2003	RAC00028542		
294.		Small Business and Sun Belt Conference	RAC00028611		
295.		CU Course Requirements	CU 3845-50		
296.		CU Promotional Materials	CU 3892-905		
297.		CU Advertising Expenditures	CU 2720-27		
298.	/17/07	Declaration of Carol Zazzaro			

299.	/17/07	Declaration of Rachel Marmer			
300.		Certified copy of MASTERS UNIVERSITY Trademark Application File			
301.	/28/98	License agreement between Regions Asset Company and Regions Licensing Co.	RAC00030390- 01		
302.	/28/98	Sublicense agreement between Regions Licensing Co. and Regions Bank	RAC00030402-13		
303.	/1/99	Sublicense agreement between Regions Licensing Co. and Regions Interstate Billing Service, Inc.	RAC00030414-24		
304.	/28/98	Sublicense agreement between Regions Licensing Co. and Regions Financial Corporation	RAC00030425-35		
305.		Regions Annual Report 1993	RAC00015710-92		
306.		Regions Annual Report 1994	RAC00015793- 81		
307.		Regions Annual Report 1995	RAC00015882- 73		
308.		Regions Annual Report 1996	RAC00015974- 059		
309.		Regions Annual Report 1997	RAC00016110- 01		
310.		Regions Annual Report 1998	RAC00016202- 19		
311.		Regions Annual Report 1999	RAC00016320- 33		
312.		Regions Annual Report 2000	RAC00016434- 43		
313.		Regions Annual Report 2001	RAC00016544- 65		
314.		Regions Annual Report 2002	RAC00016666- 91		
315.		Regions Annual Report 2003	RAC00016792- 39		
316.		Regions Annual Report 2004	RAC00016940- 103		
317.		Affidavit of Boyd Wilson			

318.		Affidavit of Keturah Burton			
319.		Affidavit of Brian Warwick			
320.		Affidavit of Jack Galassini			
321.		Supplemental Declaration of Rachel Marmer			
322.		Affidavit of Terry Boyd			
323.		Affidavit of David Green			
324.		Affidavit of Wanda Norris			
325.		Affidavit of Kiel Odom			
326.		Affidavit of Mattie Sanders			
327.		Affidavit of Karan Rudolph			
328.		Affidavit of Robbin Thompson			
329.		Affidavit of Denise Murphy			
330.		Affidavit of Craig Smith			
331.		Certified US trademark registration number 918496 for REGIONS BANK	RAC 41475-76		
332.		Certified US trademark registration number 599309 for REGIONS CLASSIC BANKING	RAC 41477-78		
333.		Certified US trademark registration number 605827 for REGIONS PREFERRED BANKING	RAC 41479-80		
334.		Certified US trademark registration number 599310 for REGIONS E-SENTIAL BANKING	RAC 41481-82		

335.		Certified US trademark registration number 599341 for REGIONS PREFERRED PLUS BANKING	RAC 41483-84		
336.		Certified US trademark registration number 267593 for REGIONS QUICK DEPOSIT	RAC 41485-86		
337.		Certified US trademark registration number 282163 for REGIONS CHARITY CLASSIC	RAC 41487-88		
338.		Certified US trademark registration number 282179 for REGIONS BANK	RAC 41489-90		
339.		Certified US trademark registration number 112740 for REGIONS MOR LINKED CHECKING	RAC 41491-92		
340.		Certified US trademark registration number 103400 for REGIONS FINANCIAL CORP. and design	RAC 41493-94		
341.		Certified US trademark registration number 119462 for REGIONS and design	RAC 41495-96		
342.		Certified US trademark registration number 150549 for REGIONS BANK and design	RAC 41497-98		
343.		Certified US trademark registration number 224650 for REGIONS MORTGAGE	RAC 41499-500		
344.		Regions Coming Television Commercial in Chattanooga	RAC 30501		
345.		Regions Coming Television Commercial in Jackson	RAC 30502		
346.		Regions Free Checking – Everyday Confidence Television Commercial	RAC 30508		
347.		Regions. Not just a bank, a Regions bank television commercial	RAC 30509		
348.		Regions Hurricane Katrina television commercial	RAC 30511		
349.		Regions SEC television commercial, University of Alabama	RAC 30513		
350.		Regions SEC television commercial, Louisiana State University	RAC 30521		

351.		Regions SEC television commercial, Auburn University	RAC 30514		
352.		Regions SEC television commercial, University of Tennessee	RAC 30515		
353.		Regions Big Picture (family) television commercial	RAC 30534		
354.		Regions Big Picture (community development) television	RAC 30536		
355.		Regions SEC television commercial, University of Kentucky	RAC 30553M		
356.		Regions SEC television commercial, University of Alabama	RAC 30557M		
357.		Regions SEC television commercial, Auburn University	RAC 30559M		
358.		AEGIS Search Report for corporate universities	Lazzaro Decl. Ex.		
359.		MARRIOTT UNIVERSITY trademark registration printout from USPTO website	Lazzaro Decl. Ex.		
360.	006	Training Top 100 excerpts	RAC00000212; RAC00000214-6; RAC00000241-2; RAC00000255		
361.		Regions.com website printouts about community participation	Peters Decl. Ex. D		
362.		Phone Book – Birmingham, AL	RAC00031201		
363.		Phone Book – Raleigh, NC	RAC00031202-03		
364.		Phone Book – Jackson, MS	RAC00031206-07		
365.		Phone Book – Mobile, AL	RAC00031208-09		
366.		Phone Book – Monroe and West Monroe, LA	RAC00031213-15		
367.		Phone Book – Memphis, TN	RAC00031216-18		
368.		Phone Book – Houston, TX	RAC00031219-22		

369.		Phone Book – Charlotte, NC	RAC00031223-26		
370.		Phone Book – Nashville, TN	RAC00031227-0; RAC00031239-40		
371.		Phone Book – Alexandria, LA	RAC00031210-12		
372.		Phone Book – Richmond, VA	RAC00031231-34		
373.		Phone Book - Tallahassee, FL	RAC00031204-05		
374.		Phone Book - Little Rock, AR	RAC00031237-38		
375.		Wikipedia article on corporate universities	Marmer Supp. Decl. Ex. D		
376.		Education in the Workplace: An Examination of Corporate University Models	Marmer Supp. Decl. Ex. D		
377.		Dallas Business Journal article: Corporate university approach taking hold	Marmer Supp. Decl. Ex. D		
378.		Regions promotional material	RAC00024491-92		
379.		Articles of Amendment to Article of Incorporation	RU 0022-23		
380.	10/8/07	Supplemental Report of Avery Abernethy			
381.	10/16/07	Website printout from www.regionsair.com	RAC00041444-46		
382.	10/15/07	Website printout from www.mannington.com/commercial/floorfin er/results.asp	RAC00041447-48		
383.	10/15/07	Website printout from www.virginiabeavers.com (redirected from www.regionsrealty.com)	RAC00041449		
384.	10/16/07	Website printouts – results of regionscontractors.com or www.regionscontractors.com	RAC00041450-55		
385.		Certified US trademark registration number 115621 for COMMERCE UNIVERSITY			
386.		Certified US trademark registration number 996378 for COMMERCE U C UNIVERSITY			

387.		Certified US trademark application serial number 77242456 for UFIRST UNIVERSITY			
388.		Certified US trademark application serial number 7717503 for SUPERVALU UNIVERSITY			
389.		Certified US trademark application serial number 78872515 for ALLSTATE AGENCY UNIVERSITY			
390.		Certified US trademark registration number 131884 for BLACK & DECKER UNIVERSITY			
391.		Certified US trademark registration number 983657 for AFLAC UNIVERSITY			
392.		Certified US trademark registration number 870679 for MACGREGOR UNIVERSITY			
393.		Certified US trademark registration number 862215 for EL DORADO UNIVERSITY			
394.		Certified US trademark registration number 805641 for THRIETY UNIVERSITY			
395.		Certified US trademark registration number 792356 for STANDARD UNIVERSITY THE STANDARD PARKING TRAINING CENTER			
396.		Certified US trademark registration number 844218 for U LAND ROVER UNIVERSITY and design			
397.		Certified US trademark registration number 620504 for QUALCOMM CDMA UNIVERSITY			
398.		Certified US trademark registration number 494412 for CARLIN UNIVERSITY			
399.		Certified US trademark registration number 517518 for VANGUARD UNIVERSITY			
400.		Certified US trademark registration number 433644 for SUNGARD UNIVERSITY			
401.		Certified US trademark registration number 075439 for VISX UNIVERSITY			
402.		Certified US trademark registration number 119297 for MERVYN'S UNIVERSITY			

403.		Certified US trademark registration number 881078 for EPIX UNIVERSITY			
404.		Certified US trademark registration number 398701 for MARRIOTT UNIVERSITY			
405.		Certified US trademark application serial number 76679343 for CASTLE UNIVERSITY			

IN THE UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF ALABAMA
NORTHERN DIVISION

REGIONS ASSET COMPANY, et al.,)	
)	
Plaintiffs,)	
)	
)	Civ. Act. No. 2:06cv882-MHT
)	
REGIONS UNIVERSITY, INC.)	
)	
Defendant.)	
)	

DEFENDANT'S DESIGNATION OF EXHIBITS TO BE USED AT TRIAL

COMES NOW the defendant Regions University, Inc. and, pursuant to Rule 26(a)(3), F.R.C.P. and the Court's Uniform Scheduling Order, designates the following exhibits which may be used at the trial of this matter. Defendant also reserves the right to use at trial any and all exhibits identified by plaintiffs.

Exhibit No.	Description	Admitted	Refused
2	Regions Bank logo on sign		
3	Regions Bank logo standards		
8	30(b)(5) and 30(b)(6) deposition notice re: Regions University		
17	Regions University Enrolled Students from Regular Fall 2006 through Regular Spring 2007 (RU-1908)		
18	Southern Christian University Undergraduate Expense form (RU-1374)		
19	Regions University Advertisement (RU-16)		
20	Board of Regions Meeting Minutes FY 2005-2006 (RU-109-111)		

21	Team Meeting Minutes 9/29/06 (RU-113-14)		
22	Board Meeting minutes 12/16/05 (RU-117-19)		
23	Board Meeting minutes 3/17/06 (RU-133-36)		
24	Resolution dated 3/17/06 (RU-137-139)		
25	Team Meeting Minutes 7/6/06 (RU-146-48)		
26	U.S. Patent and Trademark Office correspondence re: Masters University (RU-140-145)		
27	Team Meeting Minutes 7/27/06 (RU-149-51)		
28	7/27/06 email to Rex Turner from Jim Hlesinger (RU-178-179)		
31	Resolution dated 7/28/06 (RU-25-27)		
32	Team Meeting Minutes 7/31/06 (RU-152)		
33	Letter to Students, Faculty and Staff from Rex Turner (RU-46)		
34	Name Change Letter (RU-58-59)		
36	Regions University History, Mission and Organization of Regions University (RU-10-108)		
38	December 2006 letter to Dear Friend from Rex Turner (RU-1281-1282)		
44	Photoboard (RU-208-212)		
47	Billboards (RU-1617-1619)		
69	Billboard (RU-1628)		
70	Ad that appeared in Christianity Today March '07 (RU-218)		
71	Ad appearing in Military Times in Mar, Aug, Nov '07 (RU-215)		
72	Email string between Dan Margolin and Anita Crosby re: Thomson Peterson's Annual Tuition Update with attached Peterson's update (RU-1380-1385)		
75	Logo sheet (RU-185)		
81	Amended 30(b)(5) and 30(b)(6) Notice of Deposition		
82	Regions Bank's designation of 30(b)(6) witnesses		
91	Regions Financial Corp. brand brief re: merger with Union Planters		
92	Regions Financial Corp. brand brief re:		

	merger with Union Planters		
93	Regions Bank brand brief re: MORLinked Letter Program		
94	Regions Bank brand brief re: DDA Customer Mortgage Offer		
95	Regions Bank brand brief re: Celebrate New Checking Customers		
96	Regions Bank brand brief re: installment loans		
97	Regions Bank brand brief re: Home Equity Line of Credit		
98	Regions Bank brand brief re: commercial banking		
99	Regions Bank brand brief re: online banking		
100	Regions Bank brand brief re: small business campaign		
101	Regions Bank brand brief re: SEC		
103	New Regions Logo (RAC 32205)		
108	Thomson & Thomson Watching Service Reports 3/04-6/07)		
109	Letter to Regions Propane from Sam Church dated 3-2-99		
110	Unexecuted licensing agreements between Regions Bank and Regions 2020, letters and royalty check		
113	UI Academic Catalog (RU-1943-2719)		
118	UI brochures		
119	UI PowerPoint presentation		
121	Degrees listed by term from RU (RU-522-3570)		
122	Degrees listed by date conferred from UI (RU-3571-3586)		
123	ledger balance re: advertising expenditures from 1-1-04 through 6-30-07 (RU-2720-2727)		
124	Application for admission to RU (from UI website)		
125	UI Student Application Needs List (RU-587-3632)		
129	Abbreviated Guide to the New Graphic Standards (RAC 00011307-11321)		
137	2-2-1997 Region 2020 Non-Exclusive license agreement		
139	Certified copy of trademark application		

	8/944,966 for the mark Regions University filed by Regions University		
140	certified copy of trademark application 7/098,922 for the mark "Regions University" filed by Regions Asset Company		
141	Regions University website screen shots (RU-1432-1474)		
142	2006 Higher Education Directory (RU-913-1937)		
143	corrected history of University (RU-938-1942)		
144	minutes of 7/28/06 Board Meeting (RU-633-34)		
145	Master University plan of SCU dated 7/05 (RU-3685-89)		
146	Master University plan of SCU dated 7/06 (RU-3690-94)		
147	Master University plan of Regions University dated 7/07 (RU-3695-99)		
148	letter re: acceptance into distance education demonstration project (RU-906-07)		
149	EOE news bulletin re: distance ed demo project (RU-3908-3911)		
150	ACS accreditation materials on Regions University accreditation (RU-4139-4160)		
151	ACS criteria (Allen depo. Ex. 1)		
152	ACS criteria/2007 (Allen depo. Ex. 2)		
153	ACS commission members (Allen depo., Ex. 3)		
500	trademark application for Regions University in Canada		
501	trademark application for Regions University in China		
502	trademark application for Regions University in European community		
503	trademark application for Regions University in India		
504	certified copy of U.S. trademark registration 3,103,534 for the mark Regions Beyond International (Doc. 52)		
505	certified copy of U.S. trademark registration 3,047,007 for the mark RegionsAir (Doc. 52)		

506	ertified copy of U.S. trademark registration 2,960,732 for the mark ARE IN REGIONS (Doc. 52)		
507	ertified copy of U.S. trademark registration 2,821,459 for the mark THE REGIONS HOMEPAGE (Doc. 52)		
508	ertified copy of U.S. trademark registration 2,175,755 for the mark REGIONS (for Medical Services) (Doc. 2)		
509	ertified copy of U.S. trademark registration 2,164,789 for the mark REGIONS HOSPITAL (Doc. 52)		
510	ertified copy of U.S. trademark registration 1,502,627 for the mark regions Café, a World of Dining (Doc. 2)		
511	ertified copy of U.S. trademark registration 3,001,159 for the mark REGIONSERV (Doc. 52)		
512	ertified copy of U.S. trademark registration 2,583,861 for the mark REGION (and Design) (Doc. 52)		
513	ertified copy of U.S. trademark registration 3,120,186 for the mark BLUE REGION (Doc. 52)		
514	ertified copy of U.S. trademark registration 3,106,478 for the mark REGIONWISE (Doc. 52)		
515	ertified copy of U.S. trademark application 76/242,955 for the mark REGIONS (for Wine) (Doc. no. 107)		
516	ertified copy of U.S. trademark application 77/066,517 for the mark REGIONS FOUNDRY (Doc. no. 107)		
517	otice of Allowance issued for the mark "Regions Foundry"		
518	ertified copy of U.S. trademark application 76/678,050 for the mark regions Specialty Coffee (Doc. no. 107)		
519	ertified copy of Tennessee trademark registration for Region First Realty		
520	U.S. trademark registration number ,521,765 for "Chase" for banking services (Doc. 103, Ex. B)		

	U.S. trademark registration number 368,015 for the mark "Chase" for computer software in banking and financial services (Doc. 103, Ex. B)		
521	U.S. trademark registration number 096,499 for mark "Chase" for various merchandise (Doc. 103, Ex. B)		
522	U.S. trademark registration number 584,872 for the mark "Chase School of Medical Transcription" (Doc. 103, Ex. B)		
523	U.S. trademark registration number 252,829 for the mark "Chase" for restaurant and bar services (Doc. 103, Ex. B)		
524	U.S. trademark registration number 063,396 for the mark "Chase" for health services (Doc. 103, Ex. B)		
525	U.S. trademark registration number 032,161 for the mark "Chase" for printing services (Doc. 103, Ex. B)		
526	U.S. trademark registration number 145,348 for the mark "Chase" for court reporting (Doc. 103, Ex. B)		
527	U.S. trademark registration number 064,939 for the mark "Chase" for wine (Doc. 103, Ex. B)		
528	U.S. trademark registration number 284,982 for the mark "Chase" for yachts (Doc. 103, Ex. B)		
529	U.S. trademark registration number 730,529 for the mark "Chase" for child care seats (Doc. 103, Ex. B)		
530	U.S. trademark registration number 944,441 for the mark "Chase" for rodent repellants (Doc. 103, Ex. B)		
531	U.S. trademark registration number 590,811 for the mark "Chase" for aluminum and galvanized steel tubes and pipes (Doc. 103, Ex. B)		
532	U.S. trademark registration number 166,783 for the mark "Chase" for radiowave monitoring instrumentation (Doc. 103, Ex. B)		
533	Certified copy of U.S. trademark		

	registration 3,217,280 for the mark "Chase Field" for entertainment services (Doc. 103, Ex. B)		
534	U.S. trademark registration number 1,545,610 for the mark "Colonial Bank" for financial services (Doc. 103, Ex. C)		
535	U.S. trademark registration number 1,195,055 for the mark "Colonial" (and design) for life, accident and health insurance (Doc. 103, Ex. C)		
536	U.S. trademark registration number 1,486,440 for the mark "Colonial" (and design) for real estate appraisal (Doc. 103, Ex. C)		
537	U.S. trademark registration number 1,217,983 for the mark "Colonial" for computer software (Doc. 103, Ex. C)		
538	U.S. trademark registration number 1,631,635 for the mark "Colonial" for parking lot services (Doc. 103, Ex. C)		
539	U.S. trademark registration number 1,189,278 for the mark "Colonial" for commercial metal safes (Doc. 103, Ex. C)		
540	U.S. trademark registration number 1,186,003 for the mark "Colonial" for paint brushes (Doc. 103, Ex. C)		
541	U.S. trademark registration number 1,997,832 for the mark "Colonial" for folding camping trailers (Doc. 103, Ex. C)		
542	U.S. trademark registration number 1,806,581 for the mark "Colonial" for meat (Doc. 103, Ex. C)		
543	U.S. trademark registration number 1,880,782 for the mark "Colonial Stone" for hardscaping materials (Doc. 103, Ex. C)		
544	U.S. trademark registration number 1,762,018 for the mark "Colonial" for clock parts (Doc. 103, Ex. C)		
545	U.S. trademark registration number 1,868,509 for the mark "Colonial" for lawnmowers (Doc. 103, Ex. C)		

546	U.S. trademark registration number 4,422,072 for the mark "Colonial" for golf clubs (Doc. 103, Ex. C)		
	Regions Bank webpage entitled "Regions History" (regions.com/about_regions/ regions_history_rf)		
547	Regions Fact Sheet" (RAC2229)		
548	Webpage for American Faucet and Coatings Corp., AFCC House Brands www.afccorp.net/brands.htm)		
549	Webpage for Regions Air, Inc. as of 1/25/07 (regionsair.com)		
550	Webpage for Regions Air as of 1/29/07 (regionsair.com) (Doc. no. 103, Ex. A)		
551	Webpage for Regions Van Lines (regionsvanlines.com) (Doc. no. 50, Att. 43, Ex. B)		
552	Webpage for Regions Beyond International (regionsbeyond.org, regionsbeyond.net, regionsbeyondoutreach.org) (Doc. no. 50, Att. 43, Ex. B)		
553	Webpage for Regions Beyond Publications (regbeyond.com) (Doc. no. 50, Att. 44, Ex. A)		
554	Webpage for Regions Contractors, Inc. (regionscontractors.com) (Doc. no. 50, Att. 43, Ex. B)		
555	Letter dated July 12, 2007 from John C. McManus to Stephen Stricklin re: Regions Contractors, Inc. (Doc. no. 50, Att. 44, Ex. A)		
557	Webpage for Incom Properties promoting Regions Center (incomproperties.com/ properties_rc.html) (Doc. no. 67, Ex. A)		
558	Webpage for Regions Christian Center (regionschristiancenter.org) (Doc. no. 67, Ex. 7)		
559	Webpage for Regions Hospital (regionshospital.com, regionsen.org) (Doc. no. 50, Att. 44, Ex. A)		
560	Webpage for Regions Car Loans (regionscarloans.com) (Doc. no. 50, Att. 44, Ex. A)		

561	Webpage for Regions Facility Services, Inc. (regionsfacilityservices.com) (Doc. no. 50, Att. 44, Ex. A)		
562	Webpage for Regions Consulting Group, Inc. (regionsgroup.com) (Doc. no. 50, Att. 44, Ex. A)		
563	Webpage for Regions Oil and Gas (regionsoil.com) (Doc. no. 50, Att. 44, Ex. A)		
564	Webpage for Regions Real Estate (regionsre.com) (Doc. no. 50, Att. 44, Ex. A)		
565	Webpage for Regions Realty (regionsrealty.com) (Doc. no. 50, Att. 44, Ex. A)		
566	Webpage for Regions Title (regionstitle.com) (Doc. no. 50, Att. 44, Ex. A)		
567	Webpage for Region Appraisal and Consulting Solutions, Inc. (regionappraisals.com) (Doc. no. 50, Att. 44, Ex. A)		
568	Webpage for Region Atlantic Realty (regionatlanticrealty.com)		
569	Webpage for Region Communications, Inc. (region-communications.com) (Doc. no. 50, Att. 44, Ex. A)		
570	Webpage for Region Welding (regionwelding.com) (Doc. no. 50, Att. 44, Ex. A)		
571	Webpage for Region Land Survey, Inc. (regionsurvey.com) (Doc. no. 50, Att. 44, Ex. A)		
572	Webpage for Region 2020 (region2020.org)		
573	Webpage for Region Sports Network (regionsports.com, regionsportnetwork.com) (Doc. no. 50, Att. 44, Ex. A)		
574	Webpage for Region Datacom, LLC (regiondatacom.com) (Doc. no. 50, Att. 44, Ex. A)		
575	Webpage for Region Design Group, Inc. (regiondesign.com) (Doc. no. 50, Att. 44, Ex. A)		

576	webpage for Region Fence Sales regionfence.com) (Doc. no. 50, Att. 4, Ex. A) (Doc. no. 50, Att. 44, Ex.)		
577	webpage for Region Idol regionidol.com) (Doc. no. 50, Att. 44, Ex. A)		
578	webpage for Region Magazine regionmagazine.com) (Doc. no. 50, Att. 4, Ex. A)		
579	webpage for Region Round Ball Foundation (regionroundball foundation.org) (Doc. no. 50, Att. 44, Ex. A)		
580	webpage for Region Signs, Inc. regionsigns.com) (Doc. no. 50, Att. 4, Ex. A)		
581	webpage for RegionWise (regionwise.com) Doc. no. 50, Att. 44, Ex. A)		
582	webpage for Region Homes regionhomes.com) (Doc. no. 67, Ex. 6)		
583	webpage for Thrivent Financial identifying chapter care programs including Care in Regions thrivent.com/fraternal/chapter programs/index/html)		
584	webpage for Holiday Inn Chicago Mart plaza identifying Regions Café martplaza.com/dining.cfm)		
585	webpage for BellSouth identifying RegionServ service (bellsouth.com/ reacode/731)		
586	webpage for Region Clothing regionusa.com) (Doc. no. 50, Att. 43, Ex. B)		
587	Affidavit of Pauline Holder re: domain names (Doc. 50, Att. 43)		
588	Certified copies of records of Secretary of State of State of Alabama reflecting status of corporations or limited liability companies containing "Region" or "Regions" (Doc. no. 51)		
589	Affidavit of Pauline Holder re: Corporate/LLC registrations (Doc. 50, Att. 42)		

590	Plaintiff's responses to defendant's request for admissions dated June 25, 2007		
591	Affidavit of Jean E. Paterson dated July 16, 2007 (Doc. no. 50, Att. 41)		
592	Product literature for "Regions" carpeting manufactured by Mannington Commercial (Doc. no. 50, Att. 44, Ex. 4)		
593	Results of search of live U.S. registered trademarks incorporating term "Region" or "Regions" (Doc. no. 49, Ex. A)		
594	Affidavit of Stephen J. Stricklin (Doc. no. 50, Att. 44)		
595	Supplemental Affidavit of Stephen J. Stricklin (Doc. no. 68)		
596	Affidavit of Andrea R. Bender (Doc. no. 7)		
597	Listing of financial institutions from Infinata, Inc.'s high net worth database with corresponding listing of institutions of higher education (Ex. A, Affidavit of Doris Dimino - Doc. no. 104, Att. 7)		
598	Affidavit of Doris Dimino (Doc. no. 104, Att. 7)		
599	Declaration of Lilly Monir Matini (Doc. no. 106)		
600	Registration certificates for various marks registered at the U.S. PTO (Ex. A, Matini Declaration) (Doc. no. 106)		
601	Listing comparing marks registered for various financial institutions and colleges and universities identified from 2006 Higher Education Directory (Matini Declaration) (Doc. no. 106)		
602	Letter dated March 15, 2000 from Lange Simpson Robinson to Regions Propane (RAC12388)		
603	Affidavit of Pauline Holder re: Business Listings dated August 8, 2007 (Doc. no. 75)		
604	Copies of white pages from ATT telephone directories (Doc. no. 75 -		

	Ex. A)		
605	copies of listings of businesses identified as "Region" or "Regions" as listed in www.yellowpages.com (Doc. no. 75 - Ex. B)		
606	copies of listings of businesses using "Region" or "Regions" as listed in www.superpages.com (Doc. no. 75 - Ex. C)		
607	listing of Regions Satellite & Company (Dallas, Texas) as listed on local.yahoo.com (Doc. no. 75 - Ex. D)		
608	listing of businesses using the word "Region" or "Regions" as listed on m.com (Doc. no. 75 - Ex. E)		
609	listing of Regions Christian Center (Texarkana, Texas) as listed on www.yellowbook.com (Doc. no. 75 - Ex. F)		
610	Fun & Bradstreet reports on various "Region" and "Regions" businesses (Doc. 75 - Ex. G)		
611	&B company profile for Regions Construction and Maintenance in Columbia, South Carolina		
612	&B company profile for Regions Air in Myrna, Tennessee		
613	&B company profile for Region Properties, LLC in Lake Village, Indiana		
614	&B company profile for Region Realty Group, LLC in Jacksborough, Tennessee		
615	&B company profile for Region Fence Sales, Inc. in University Park, Illinois		
616	&B company profile for River Regions Realty in Prattville, Alabama		
617	&B company profile for River Region Veterinary Services in Prattville, Alabama		
618	&B company profile for Ricky Regions in Madison, Mississippi		
619	&B company profile for Regions Wholesale Battery, LLC in Baton Rouge, Louisiana		

620	&B company profile for Regions Security Insurance in Denim Springs, Louisiana		
621	&B company profile for Regions Real Estate Services in Charlotte, North Carolina		
622	&B company profile for Regions Land and Investments, Inc. in Colbert, Georgia		
623	&B company profile for Regions Facility Services, Inc. in Springhill, Florida		
624	&B company profile for Regions Development, Inc.		
625	&B company profile for Regions Contractors, Inc. in Crawfordville, Florida		
626	&B company profile for Regions Community Behavioral Health Center, Inc. in Baton Rouge, Louisiana		
627	&B company profile for Regions Christian Center in Texarkana, Texas		
628	&B company profile for Regions Beyond Ministries, Inc. in Columbus, Georgia		
629	&B company profile for Regions Beyond International, Inc. in Tallahassee, Florida		
630	&B company profile for Region Realty Group, LLC in Jacksborough, Tennessee		
631	&B company profile for Region Properties, LLC in Lake Village, Indiana		
632	&B company profile for Region Pools in Hammond, Indiana		
633	&B company profile for Region Land Survey, Inc. in Independence, Missouri		
634	&B company profile for Region First Realty in Clinton, Tennessee		
635	&B company profile for Region Fence Sales, Inc. in Harvey, Illinois		
636	&B company profile for Region Fence Sales, Inc. in University Park, Illinois		
637	&B company profile for Region Chem Dry in Hammond, Indiana		

638	&B company profile for All Regions Forestry, Inc. in Bossier City, Louisiana		
639	&B company profile for Regions Construction and Maintenance in Columbia, South Carolina		
640	&B company profile for Regions Pest Control in Trafford, Alabama		
641	&B company profile for Region Group, LLC in Tampa, Florida		
642	&B company profile for Regions Development, Inc. in Woodstock, Georgia		
643	&B company profile for Regions Development, Inc. in Canton, Georgia		
644	&B company report for Region Healthcare in McAllen, Texas		
645	&B company profile for Region Welding of Missouri, Inc. in Union, Missouri		
646	&B company profile for Region Van Lines, Inc. in Miami Gardens, Florida		
647	&B company profile for Region Realty, LLC in Collinsville, Georgia		
648	T&T yellow pages, business directory, Chicagoland and Northwest Indiana, March 2007, listing Region Signs, Inc. and Region Freight Lines, Inc.		
649	T&T yellow pages for Greater Kansas City, January 2007, listing Region Land Survey, Inc. and Region Survey		
650	T&T yellow pages for Rio Grande Valley, March 2007, listing Region Healthcare McAllen, Texas		
651	T&T yellow pages for Greater Birmingham Area, October 2007, listing Regions Pest Control		
652	T&T yellow pages for Central Florida, November 2007, listing Regions South Enterprises, Inc.		
653	T&T yellow pages for Hernando County, Florida, December 2007, listing Regions Facilities Services, Inc.		
654	T&T yellow pages for Tallahassee, Florida, July 2008, listing Region's Contractor and Regions Contractors, Inc.		

655	T&T yellow pages for Greater Pensacola area, November 2007, listing Regions Contractors		
656	T&T yellow pages for Greater Marietta, Georgia, June 2008, listing Regions Development, Inc.		
657	T&T yellow pages for Greater Atlanta area, December 2007, listing Regions Realty (Colbert, Georgia)		
658	T&T yellow pages for Athens, Georgia, December 2007, listing Regions Realty		
659	T&T yellow pages for Baton Rouge, September 2008, listing Regions Community Behavioral Health Center, Inc.		
660	T&T yellow pages for Denham Springs-Walker, Louisiana, listing Regions Security Insurance		
661	T&T yellow pages for St. Tammany Parish, April 2008, listing Region Realty		
662	T&T yellow pages for Charlotte, North Carolina, September 2008, listing Regions Real Estate Services		
663	T&T yellow pages for Ashville, North Carolina, July 2008, listing Region Cleaning Masters		
664	T&T yellow pages for Greater Marietta, Tennessee, June 2008, listing Regions Air (Smyrna, Tennessee)		
665	T&T yellow pages for Anderson County, Tennessee, April 2008, listing Region First Realty		
666	T&T yellow pages for Great Nashville, Tennessee, July 2008, listing Regions Realty Group, LLC		
667	listing in yellowpages.com for Region Healthcare, McAllen, Texas		
668	listing of active corporations or LLCs registered with Alabama Secretary of State using the word "Regional" (Doc. 115 - App. A)		
669	cease and desist letter dated June 2, 1999 to Region Financial Services of Lafayette, Inc. (RAC12400)		

670	cease and desist letter dated March 29, 1999 to Regional Mortgage Corporation of Florida, Inc. (RAC12403)		
671	cease and desist letter dated March 17, 1999 to Regional Mortgage Services, LLC (RAC12409)		
672	cease and desist letter dated February 8, 1999 to Regional Holding Company, Inc. (RAC12437)		
673	cease and desist letter dated December 1, 1998 to Regional Mortgage, Inc. (RAC12467)		
674	notice of opposition of Regions Financial Corporation in the matter of trademark application number 76/413,412 filed by Regional Acceptance Corporation. (RAC30359-30364)		
675	cease and desist letter dated June 18, 2004 to Regions Construction Company, LLC (RAC12201)		
676	cease and desist letter dated June 18, 2004 to Regions Homes, Inc. (RAC12109)		
677	cease and desist letter dated April 6, 1995 to Region Realty, Inc. (RAC12380)		
678	cease and desist letter dated July 20, 2004 to Regions Community Behavioral Center (RAC11555)		
679	letter dated December 2000 from Rex A. Turner, Jr. to friends		
680	trademark Research Report dated 3/8/02 for the mark "Regions Insurance Services" (RAC18875-19057)		
681	trademark Research Report dated 2/13/94 for the mark "Regions Premier" (RAC18001-18075)		
682	trademark Research Report dated 2/21/94 for the mark "Regions Lifespan Accounts" (RAC21812-21928)		
683	trademark Research Report dated 1/3/95 for the mark "Regions Gold" (RAC22190-2223)		
684	trademark Research Report dated 3/20/96 for the mark "Regions Interactive" (RAC19610-19725)		
685	trademark Research Report dated 9/22/97		

	or the mark "Regions Millennium CD" (PAC18244-18347)		
686	Trademark Research Report dated 3/21/00 or the mark "Regions Essential Banking" (PAC17522-17673)		
687	Trademark Research Report dated 9/13/02 or the mark "Regions Investment Account" (PAC19988-20131)		
688	Affidavit of Wilson Luquire (Doc. 104, Ex. 10)		
689	Affidavit of David P. Moore (Doc. 104, Ex. 11)		
690	Article from Birmingham News entitled "Mobile Native Exposes Sources of Fictitious Wikipedia Entries" (Doc. 15, Appx. D)		
691	Licenses to operate issued by State of Arizona Board for Private Post- secondary Education to Regions University (RU4162-4163)		
692	Letter dated September 25, 2007 from Roger Barber, Deputy Commissioner for Academic and Student Affairs, Office of Commissioner of Higher Education, State of Montana, to Rex A. Turner, Jr. approving Regions University's educational plans in Montana (RU4164)		
693	Letter dated June 20, 2007 from Maria Vinegar, Utah Division of Consumer Protection, to Regions University granting exemption from registration as proprietary school (RU4166)		
694	Lock-up of signage for Regions University (RU4161)		
695	Final figures for fiscal year July 1, 2006 through June 30, 2007 for advertising expenditures (RU4167-4168)		
696	General ledger print-out of fiscal year month-to-date advertising expenditures for the period from July 1, 2007 through October 16, 2007 (RU4169-4170)		
697	Licenses issued by State of Arizona Board for Private Post-Secondary Education to Regions University (RU4162-4163)		

698	letter dated September 25, 2007 from Office of Commissioner of Higher Education, Montana University System to Mr. Rex A. Turner, Jr. approving University's plans to offer course work and programs in Montana via distance learning. (BU4164)		
699	letter dated June 20, 2007 from State of Utah Department of Commerce, Utah Division of Consumer Protection, to Regions University confirming exemption of University from registration as a proprietary school. (BU4165)		
700	letter dated June 27, 2007 from Idaho State Board of Education to Rex A. Turner granting approval of the University's application to offer programs in Idaho. (BU4166)		
701	Supplemental Affidavit of Andrea Bender dated October 17, 2007		